

Mktg 495: Marketing and Sales Consultancy Marketing, Analytics & Prof Sales

Application of marketing and sales strategy to a real-world problem presented by an actual organization. Students work together as a marketing consulting team to help resolve a current marketing issue. The teams work under the direction of a faculty adviser who guides their work and serves as a resource for the team. By participating in the course, students get hands-on experience in tools aimed at identifying and describing marketing problems/opportunities, using ideation and design thinking tools to develop creative ideas, and applying marketing mix elements in implementing the proposed plan. 3 Credits

Prerequisites

- Mktg 351: Marketing Principles (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

Lecture: Lecture for Mktg 495

Subject Areas

Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

